

Message Text

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ACTION ARA-10

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FM AMCONSUL PORTO ALEGRE
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AMEMBASSY BRASILIA
AMCONSUL RIO DE JANEIRO
AMCONSUL SAO PAULO

UNCLAS PORTO ALEGRE 0276

USDOC FOR BIC/OIM ALE, CARTERON
BIC/OIM BRAZIL GARGES

E.O. 11652: N/A
TAGS: BEXP BR
SUBJECT: PULP AND PAPER MISSION

MISSION DIRECTOR'S COMMENTS:

1. PULP AND PAPER TRADE MISSION ARRIVED PORTO ALEGRE ON EVENING OF DECEMBER 8 AS PLANNED. CONSULATE TRANSPORTATION PROVIDED TO MOVE GROUP TO HOTEL WHERE EXCELLENT BRIEFING ON PORTO ALEGRE AND THE STATE OF RIO GRANDE DO SUL WAS GIVEN BY CONSUL BARR AND E/C OFFICER CARLSON.

2. MISSION MEMBERS MET WITH TWO SCHEDULED BUSINESS APPOINTMENTS ON THURSDAY AND REPORTED EXCELLENT RESULTS. TWO MISSION MEMBERS, HARVEY K. WATERS OF SWENSON DIVISION, WHITING CORP. AND GERALD SMITH OF JORDAN INTERNATIONAL FLEW BY PRIVATE AIRCRAFT ON THURSDAY AFTERNOON TO VISIT THE PAPER CONVERTING PLANT OF MADEZORZI S.A. NEAR CITY OF CAXIAS DO SUL. MADEZORZI IS INTERESTED IN RECEIVING A PROPOSAL FOR ENGINEERING AND MODIFICATIONS IN EXISTING PLANT INSTALLATIONS. BOTH WATERS AND SMITH INDICATED THAT THEIR FIRMS
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WOULD UNDERTAKE THE STUDY AND SUBMIT PROPOSALS.

3. REMAINDER OF MISSION COMPLETED APPOINTMENT SCHEDULE IN PORTO ALEGRE

AND RODE BY BUS TO LAGES, VIA CAXIAS, SMITH AND WATERS JOINED UP IN CAXIAS. ON FRIDAY, DECEMBER 10, PULP AND PAPER MISSION WERE

GUESTS OF THE OLINKRAFT CORPORATION IN LAGES. MISSION MEMBERS WERE GIVEN A VERY INFORMATIVE BRIEFING ON PULP AND PAPER OPERATION, AS WELL AS A "HOW TO DO BUSINESS IN BRAZIL, BY LOCKE CRAIG, PRESIDENT AND STUART A. LANG, VICE PRESIDENT AND GENERAL MANAGER OF OLINKRAFT FACILITIES IN LAGES. IN ADDITION TO THE PLANT TOUR AND BRIEFING, MISSION MEMBERS WERE FETED AT A CHURRASCO BARBECUE AT THE OLINKRAFT'S LAKE HOUSE. MISSION MEMBERS WERE APPRECIATIVE OF THE OLINKRAFT HOSPITALITY AND FELT THAT THE PLANT TOUR AND BRIEFING BY A PULP AND PAPER FIRM ACTUALLY DOING BUSINESS IN BRAZIL WAS A PRODUCTIVE SEGMENT OF THE MISSION.

4. MISSION MEMBERS CONTINUED THEIR BUS RIDE TO CURITIBA WHERE THEY DEPARTED FOR THE RETURN TRIP TO U.S. AT 10:00 HOUR ON SATURDAY. DECEMBER 11.

5. WRAP UP TELEGRAM WITH FORMAT INFORMATION ON SALES AND COMMENTS WILL BE SENT FROM AMCONSUL SAO PAULO ON DECEMBER 13.

POST COMMENTS:

1. THE EXCELLENT RESULTS, PARTICULARLY THE QUALITY OF BUSINESS APPOINTMENTS, OBTAINED BY THIS TRADE MISSION, REINFORCES OUR EXPERIENCE THAT CAREFULLY PLANNED MISSIONS CAN ACHIEVE CONSIDERABLE SUCCESS IN SMALL TO MEDIUM SIZE CITIES IN REGIONAL MARKETS SUCH AS RIO GRANDE DO SUL.

2. LIKE THE CATALOGUE SHOWING PELOTAS EARLIER THIS YEAR. THIS MISSION TO PORTO ALEGRE/CAXIAS DO SUL/LAGES ATTRACTED REAL CUSTOMERS, PRESIDENTS AND OWNERS OF FIRMS RATHER THAN MIDDLEMEN. SINCE INDUSTRY IS DISPERSED IN THE PORTO ALEGRE CONSULATE DISTRICT
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AROUND SEVERAL INDUSTRIAL CITIES APPROXIMATELY EQUAL IN IMPORTANCE TO PORTO ALEGRE, WE HOPE THAT WE WILL BE ABLE TO CONTINUE TO INCLUDE THESE CITIES IN A TRADE MISSION ITINERARY WHENEVER APPROPRIATE IN THE FUTURE. ALTHOUGH A TOURING TRADE MISSION PRESENTS A CONSIDERABLE STRAIN ON THE TIME AND RESOURCES OF A SMALL POST, NOT TO MENTION THE TRADE MISSION ITSELF, AND REQUIRES CONSIDERABLE ASSISTANCE FROM COMMERCE ADVANCE OFFICERS AND MISSION DIRECTORS, WE BELIEVE THE RESULTS WILL JUSTIFY THE EFFORTS. IN THIS REGARD, THE ASSISTANCE AND COOPERATION GIVEN TO THIS POST BY THE ADVANCE OFFICER AND TRADE MISSION DIRECTOR FOR THIS PULP AND PAPER MISSION WAS EXEMPLARY AND WE WISH TO COMMEND THEM FOR IT.
BARR

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